

ABSTRACT OF THE INVENTION

A system, method and computer program product for an integrated multiple vehicle platform (IMVP) permits advertisers, ad agencies, broadcasters, sponsors, and any other entities desiring to manage and modify consumer behavior. These brand entities are enabled to properly gather and use consumer information, using demographics, psychographics, previous purchasing habits, and based on the desires of brand entities. Consumer demands are gauged and cross promotion is performed on a variety of push and pull platforms, including marketing traditional fronts, technologies, networks, protocols, and interest groups. Real-time consumer responses and interests are elicited in a way that is measurable, dynamic, and interactive. Consumer participation and experience is enhanced, to effect long term product sales, through loyalty, redemption and incentive programs.